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ABSTRACT

One of a series prepared by the Hawaii Newspaper Agency, this teaching guide offers ideas on using the newspaper advertisements to teach social studies. Suggestions for using newspaper advertisements include studying tour and travel items and locating places on the map, using restaurant advertisements to increase cultural awareness and examine social differences, and saving money by making economical selections of products advertised in the newspaper. (RB)

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using your daily newspaper to teach SOCIAL STUDIES FROM THE ADS

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An educational project of the
Hawaii Newspaper Agency, Inc.

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Mrs. Chris Lukens
Kailua
Intermediate
School

Mrs. Chris Lukens teaches honors English at Kailua Intermediate School. She has also taught all subjects in all grades at the elementary level.

It's hard to say where her most successful work with the newspaper has been. She's used it for making math real; for developing critical thinking; for motivating slower learners to read; for making social studies a living subject.

This booklet presents some of her ideas on how to make social studies more interesting and alive by using the advertisements in your daily newspaper.

Illustrations are by Mrs. Harriet Marquina of the Hawaii Newspaper Agency, based on material provided by Mrs. Lukens.

PRINTED JUNE 1968

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Make Social Studies Come Alive

Social studies is life; so is the newspaper.

Advertisements in a newspaper reflect what people want for themselves, how they live, the kind of communities they live in, where they want to travel and why, customs of other lands, customs and foods of Hawaii—anything that has to do with the way people live together and work together.

A place on a map doesn't mean much to a child who has never been there. His immediate concern is with his immediate locale. Nevertheless, he needs to know about other places—their location, history, geography, customs, language—in order to take his place in the world.

To the teacher, the world has become a small place. To the student, it is still very large, full of places very far away.

The teacher's task, therefore, is to make history and geography as exciting and interesting as possible. There are lots of ways to do this through use of advertisements in the newspapers.

Especially is this true in Hawaii where travel is big business. The papers abound with ads which will help stretch the imaginations of the students.

This booklet contains just a few hints and suggestions. It's not a recipe—just a start toward making social studies fun.

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Tours and Travel

Look at a map of the world. Underline all the countries mentioned in the ad and locate them on the map. Circle all the cities and also locate them.

On an outline map of the world trace the route of one or more of these tours.

Decide which place you would particularly like to visit, do as much research as possible on the place and then recommend a trip to the rest of the class. Have facts to back up your recommendation.

Learn about the customs of the people in the place you choose to visit.

Send for brochures and posters from the airlines, the travel companies, the countries themselves. Display these in the classroom.

Learn about the airlines flying from Hawaii to the various places mentioned. Learn about the difference in fares between flying and going by ship.

Pick one particular place and plan a tour. Learn enough about the place to know what season to go in, what clothes to buy, what airlines to fly on, what attractions to see while you are there. Learn also about time differences and what happens when you cross the international date line on your trip.

Make up an ad for your favorite place. Be realistic. Aim to persuade the rest of the class that this is a place they should visit.

Take one of the tours and work out the differences in rates between going on a tour and going individually.

Write for a copy of the newspaper to a city of your choice. Also get a pen pal there and trade information about your city and hers. Keep a scrapbook to share with the class.

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Tours

ALASKA TOUR

Fae Lin Ching – Conductor
LV. JUNE 17 – RET: JULY 12

Seattle, Prince George, Dawson Creek, Fort Nelson, Watson Lake, Whitehorse, Alaska, Fairbanks, McKinley National Park, Anchorage, Portage Glacier and Alyeska, Matanuska Valley-Valdez, Yukon, Haines-Port Chilkoot, Skagway, Juneau, Ketchikan, Inside Passage, Vancouver. **26 Days Tour** **$995**

EASTER DISNEYLAND AND YOSEMITE NATIONAL PARK TOUR

9 Days . . . Lv. April 5-12

Under 12 yrs. . . **$279** Adults **$399**

Disneyland (2 nites at Disneyland Hotel), Los Angeles, Knott's Berry Farm, Hollywood Studios, Yosemite National Park – ice skating or skiing enroute? – San Francisco.

SUMMER DISNEYLAND

Virginia Char Wong & Henry Wong – Conductors

Disneyland (2 nites at Disneyland Hotel), San Diego Zoo, Sea World, Tijuana, Mexico, Knott's Berry Farm, Los Angeles, Hollywood, Yosemite National Park, San Francisco, Oakland Fairyland and Berkeley.

15 DAY TOUR		12 DAY TOUR	
Lv. June 22 via S.S. Leilani Ret. July 6 via PAA		Lv. Aug. 3 Ret. Aug. 14 via Special Airlines	
Family Plan: Adult	$399	Adult	$329
Wife/child (12-21)	$299	Child (12-18)	$299
Child (under 12)	$279	Child (under 12)	$281

Exotic ORIENT TOURS

Yow Char – Conductor

28 Day Tours – Japan, Korea, Taiwan and Hong Kong **$1165**

8 Day Extension, Manila, Singapore, Kuala Lumpur, Malaysia, Thailand, Hong Kong (3 meals a day) **$225**

Spring Tour ..... Lv. March 30 ..... Ret. April 27
Summer Tour ..... Lv. June 16 ..... Ret. July 12
Double Tea Tour ..... Lv. Oct. 1 ..... Ret. Oct. 28

SUMMER ECONOMY WORLD TOUR

50 Glorious Days **$2,599**

LV: June 18 – RET: August 6
Conductors – Yow Char & Paulette Wong

VIA New York, Lisbon, Madrid, Paris, London, Stratford-on-Avon, Amsterdam, Copenhagen, Helsingborg, Zurich, Interlaken, Jungfraujoch (Swiss Alps), Lucerne, Munich, Vienna, Venice, Rome, Athens, Istanbul, Beirut, New Delhi, Agra (Taj Mahal) Bangkok, Hong Kong, Formosa, Osaka, Kyoto, Nikko, Tokyo, Honolulu.

31 DAYS EUROPEAN & SCANDINAVIAN TOUR

LV: JUNE 18 – RET: JULY 18

VIA New York, Lisbon, Madrid, Paris, London, Stratford-on-Avon, Amsterdam, Copenhagen, Helsingborg, Zurich, Interlaken, Jungfraujoch (Swiss Alps), Lucerne, Munich, Vienna, Venice, Rome, San Francisco, Honolulu . . . **$1925**

SPRING EUROPEAN & SCANDINAVIAN TOUR

37 DAYS Conductor – Helen Char Tsoo
Leave April 25 – Return June 8 ..... **$2163**

Honolulu, San Francisco, London, Rome, Venice, Vienna, Munich, Geneva, Swiss Alps, Zurich, Copenhagen, Stockholm, Oslo, Amsterdam, London, Stratford-on-Avon, Paris, Madrid, Lisbon, New York, San Francisco, Honolulu.

Travel

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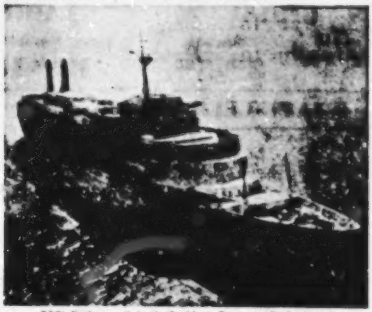
Sail to Europe from Honolulu



P&O's Canberra sails for the Caribbean, France and England in July.

P&O takes you there by way of California, Mexico, the Panama Canal, and sunny Caribbean for as little as $540!

It's like having an *extra* vacation for the cost of your fare to France or England. Up to four glorious weeks exploring Canada, California, the Pacific Coast and Caribbean aboard a giant P&O liner. One of the "biggest bloomin' ships sailing the seven seas."

On your way, you'll meet fascinating shipmates from every part of the world. Find more things to do than you can keep up with. Choose your meals from specialties from P&O's 43 ports of call around the world.

You reach Portugal, France or England ready for your *second* vacation.

Your fare? As little as $978 first class, $540 tourist class.

Mail the coupon below for complete details. Then see your travel agent for reservations.

Sailings from Honolulu

There is a good choice of cabins available on most of these summer voyages. Pick the one that suits you best.

June 17 *Oriana.* Ports of call: Vancouver, San Francisco, Los Angeles, Acapulco, Panama, Curaçao, Trinidad, Lisbon, Le Havre, Southampton—arriving July 14. (Sorry, tourist class only available at the moment.)

July 8 *Canberra.* Ports of call, Vancouver, San Francisco, Los Angeles, Acapulco, Panama, Nassau, Florida, Lisbon, Le Havre, Southampton—arriving August 4.

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COOKS

Offers an Exciting

Western Canada Tour

Sail July 3 on the "Canberra"

for Vancouver

Visit:

Banff—Lake Louise—Calgary

Return via air

$449

—Inclusive

Also two conducted tours to Canada and Mexico via exciting new route. Includes Vancouver, Victoria, Banff, Lake Louise, Calgary** Mexico City, Xochimilco, Taxco, Los Angeles, Disneyland, San Francisco.

20 days—Departing June 11, July 19.

$845.

For details contact your travel agent or

THOS. COOK & SONS, INC.

60 new more offices

Suite 1414, 9222 Kalakaua Ave. Telephone 952-0492

Safety information CAREFREE, registered in Great Britain, internationally recognized safety standards for use when developed in 1865.

This ship goes from Honolulu to Europe. Where did it come from?

Find the countries it visits on a map of the world and trace its course.

Estimate the time it takes to get from place to place and the differences in time.

Find out what other commercial ships go to the same places. Collect posters from the shipping companies.

Make scrapbooks about the countries visited by this ship.

Plan a trip on the Canberra. Find out the cost, estimate cost of clothing, tips, souvenirs. Decide what you would buy in each place. Find out how much it would cost to make the same trip by air.

Pick a favorite place from this ad. Do as much research as possible on it and make a report to the class.

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For less than you'd pay at a resort that doesn't go anywhere...

we'll show you Japan, Hong Kong, Singapore, India, Ceylon, Africa, Rio de Janeiro, the Caribbean, Florida, Acapulco and San Francisco

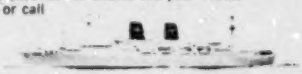
How can you stay at a First Class American resort — and still see the world? Book passage now for the next round-the-world sailing of the SS President Roosevelt.

In 90 days, this all First Class luxury liner will take you to 20 faraway ports. Between calls, you'll enjoy all the special pleasures of an ocean voyage. On board you'll discover large sunny areas for shuffleboard and other deck games. A golf driving range. A heated swimming pool. Enclosed promenades for strolling. A quiet library and writing room. Six different lounges where a partner for bridge is never hard to find. And the biggest luxury of all: time to relax.

Superb cuisine is an American President Lines specialty. Your day can begin with breakfast in bed and end with a midnight buffet. Room service is available round-the-clock — just pick up the telephone in your air-conditioned stateroom. Now prepare for the evening ahead. Your dinner menu will list 40 different dishes — and you'll never see the same menu twice. After dinner you can take in a first-run movie, or ride the elevator up to the glass-enclosed Starlight Room and dance to the ship's orchestra. This is the life of luxury you can live for 27,000 miles — with American comfort and service going with you all the way.

In every port of call American Express Company has arranged a schedule of optional ½-day and day excursions. You can shop for bargains in Hong Kong, go nightclubbing in Rio, sightseeing in Acapulco. Longer side trips can take you across Japan, inland to India's Taj Mahal, through Africa's great game reserves and national parks. You can even spend a night at Treetops Hotel and watch the lions come down for a drink.

The SS President Roosevelt is the only U. S. passenger liner making a round-the-world voyage this year. And we hold our passenger list to 275. Previous sailings have been well-booked months in advance. Make sure you have choice accommodations by making your reservations now. The next cruises sail from San Francisco October 24, from Honolulu October 29, from Port Everglades January 6, 1969, from Los Angeles January 19 and again from San Francisco on January 23. Fares for the complete cruise start at just $2,600. For details see your Travel Agent or call



Round-the-World Cruises / American President Lines

SAFETY INFORMATION: The SS President Roosevelt, registered in the U.S.A., meets International Safety Standards for new ships developed in 1960.

American President Lines, Phone 511-661, 800 Fort Street, Honolulu. General Agents: Castle & Cooke, Inc.

On a map of the world, chart out this tour.

Locate the underlined places. Which ones are cities, which ones are countries? What about Florida?

Send for the brochure about the tour. Plan a trip like the one advertised, deciding on departure date and the time it will take to get from one place to another. Do as much research as possible by contacting the shipping agent or a tour agent.

Take all the countries listed and find out which you would visit; what the customs are; what you might buy as souvenirs; what people there wear and eat; what other way you might get to that country and the comparative cost.

Learn new words. Find the unfamiliar words, underline them and learn to spell and use them. These might include luxury, promenade, lounges, cuisine, optional, excursions, accommodations.

Food and Restaurant Ads

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All your students are interested in food. Chances are they think everyone eats the same things they do. You can teach them about other countries and other peoples by capitalizing on their own love of eating. You might even have them bring to school samples of food from other countries—maybe things their mothers make that are not general American-type dishes.

Or look what you can teach from a few restaurant ads. Hawaii papers are full of such advertising—especially on Sundays.

1. Where is Vienna? Find it on a map. What nationality are the people who live there? Why might this restaurant be called "Old Vienna?" What kinds of foods do people in Vienna eat? Why are they different from Hawaiian food? What does epicurean mean? What does the ad tell you about the kind of clothes worn in Vienna? How long would it take to get there from Hawaii? By plane? By boat? Where would you stop on the way? What would it cost? What would you buy when you got there? Collect any newspaper articles about Vienna. Make a bulletin board display about Vienna.

2. What does kosher mean? How is kosher food different from other kinds of food? What country specializes in kosher food? Make a list of kosher foods found in local markets. What other customs are found in the same country? Find out all you can about the people who eat kosher food. How many of them are in America? How far is it to their country? What has happened there lately?

3. Locate Indonesia on the map. Where is Bali? Find out about Indonesian customs, dances, people, language and the kinds of food they eat. How long would it take to get from here to Indonesia? How would you go? What happens when you cross the international date line? Would people in Indonesia eat the same kind of food listed in this ad? Who is the president of Indonesia? What has happened lately in the country's history?

4. Who were the Vikings? Where did they live? Why are they important to America? What is a smorgasbord? Locate the Scandinavian countries on the map and find out all you can about them.

5. What does El Toro mean? What do Mexican people eat? Where do they live? Why is Mexican food sold in America? What does the climate of Mexico have to do with the food the Mexicans eat? What sort of government does the country have? How far is it from Honolulu to the capital city? What is the capital city? On a map, pinpoint the most famous Mexican resorts. What things is Mexico most famous for?

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6. Why is this restaurant called "Little Hong Kong"? Do poor Chinese peasants eat the same things as this restaurant serves? What foods are grown in China? What has been happening in China recently? How did so many Chinese people get to Hawaii? What effect have they had on the history of the islands? How would you go to C na for a vacation? Would this be possible? If not, why not? What is the difference between Nationalist and Red China?

The questions to be raised and explored as a result of all these ads are endless.

Touch of Indonesia
BALI ROOM RESTAURANT
LUNCH 11 to 2 — DINNER 6 to 10
Authentic Indonesian Dishes
AUTHENTIC INDONESIAN GIFTS
Credit Cards Welcomed • CLOSED SUNDAYS
IN THE KALAKAUAN HOTEL

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Hawaii From the Ads

Learning about Hawaii is a must for all social studies students. The newspapers are filled with articles and pictures about current events, music, art, national holidays, clothes and customs in Hawaii.

Don't overlook the ads. Sometimes an interesting ad will lead your class gently into a difficult subject. Build on that interest. For many children, the things they learn about living in Hawaii will be more important than anything else.

Land is one of the prime topics of conversation in the Islands —and one of the best investments. Use land ads to promote an understanding of the economy of the Islands. Use food ads and restaurant and hotel ads for the same reason. Find out from ads how the cost of living compares with other places. Have children gather ads from other areas of the country and compare prices . . . of food, clothing, houses.

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AT THE CITY'S EDGE
THE ELEGANT
magellan
HIGH-RISING AT THE SLOPE OF PUNCHBOWL
The Magellan is the first luxury condominium residence to be located within easy walking distance of HONOLULU CIVIC CENTER . . . a focal point of island activity.
SPACIOUS APARTMENT HOMES WITH PANORAMIC VIEWS
From $31,400 to $36,400
Financing & Escrow:
Hawaii National Bank
Easy 25-Year Financing.
75-Year Lease-Rental
fixed for 35 Years.
See The FURNISHED ON-SITE MODEL
410 Magellan Ave.
Corner Magellan Ave. & Miller St.
Phone: 574-022
Open Daily—
Noon to 5 p.m.
Sales Agent:
BISHOP REALTY, INC.
235 Queen Street / Phone: 587-477

On a city map find where The Magellan is located.

What is meant by escrow? By financing? What is a condominium?

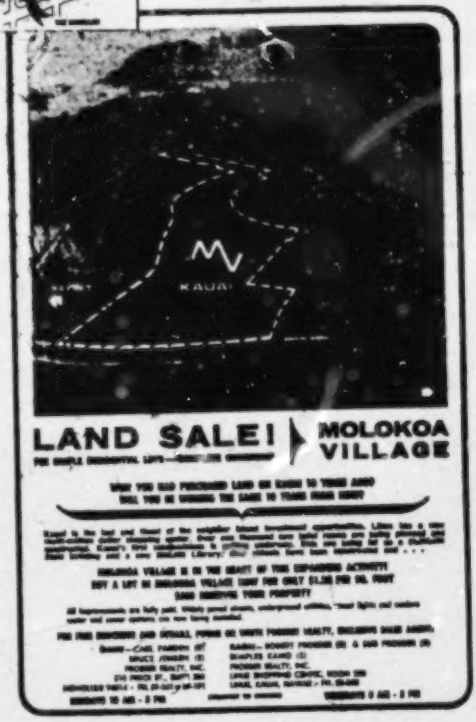
Why are there so many condominiums in Hawaii?

Write to a city about the size of Honolulu for a newspaper. Compare the apartment ads in that paper with those in the local newspapers. Come to conclusions about cost of living.

What interest would a buyer of one of these apartments pay? How much extra does this mean he pays for his apartment over 20 years?

What is Punchbowl? Is this a good part of Honolulu to live in? What are the most expensive residential areas? Why? Find out about the Bishop Estate and lease rents. Do these apply to apartment houses also?

Who was Magellan? Why is this building given his name? Make a map showing where he sailed. Compare his sailing time with the time it would take now to fly from one place to another.



Look on a map of Kauai for the location of Molokoa Village.

How far is Lihue from Honolulu? How many people live on Kauai? What are the prime industries? How does Kauai compare in size with other islands in the Hawaiian chain?

Is land on Kauai more or less expensive than on Oahu? The other Neighbor Islands? Why or why not?

If someone from the class has lived on Kauai, let that student tell the others how it is different from where he lives now.

What is the distance from Lihue to all the other major places in Hawaii? What is cost of travel?

Plan a vacation for a family of four from wherever you live to Kauai. Decide what you want to see and why; how much it will cost (including tax on transportation and hotel); where you will stay; what clothes you will take and how much they will cost; what you will buy when you are there.

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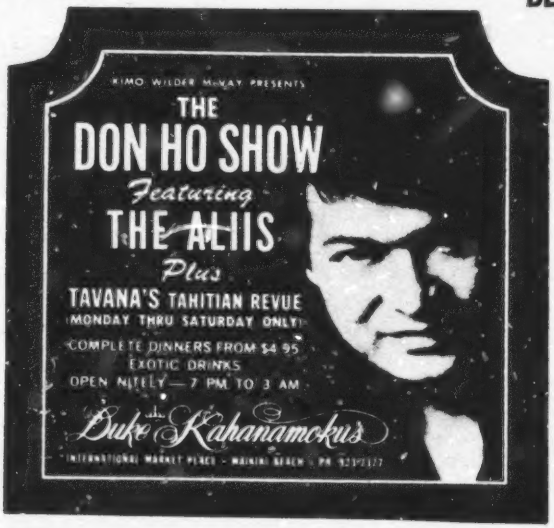

HAWAIIAN NIGHTS
at the Halekulani
Monday and Thursday evenings Chef Moki prepares an Hawaiian buffet, Maddy Lam entertains during dinner, and guests are invited to stay for the Polynesian show that follows. Aloha shirts and muu muus, if you like.
Reservations, please Phone 923-2311
on the beach at Waikiki • 2199 Kalia Road

Why have the owners chosen these names for their restaurants?

Who were Duke Kahanamoku and Prince Kuhio? Do as much research as possible on them and make a scrapbook.

What is a Polynesian show? How is it different from a Japanese show? Why are Polynesian shows popular?

How many tourists come to Hawaii each year? Where does the tourist industry stand in relation to pineapple and sugar?

Make a chart showing the increase in the number of tourists in the last five years.

What does Halekulani mean? Trace an outline map of Waikiki and show where the restaurants are located.

Why is Hawaiian food different from food of other countries? Make up menus from the ads for an Hawaiian, Chinese, Japanese dinner.

Use the ads to learn about the cost of living in Hawaii. Also find any articles in the newspaper that talk about the cost of living.

What must we buy besides food and shelter in our lives?

How do the prices of houses in Hawaii compare with those on the Mainland? Write for Mainland papers and compare.

Make up a budget for a family of four, using the ads to get the best buys in groceries and making sure that shelter, light, telephone and clothing are also included. Make sure tax is computed. Why do we pay tax? How much do we pay?

What is tax money used for? Make a pie graph showing how much of a man's salary goes into the various essentials for family living.

Take a certain amount of money for a spending spree. Cut out ads for all the things you want to buy, making sure you stay under the specified amount.

What does a family living in Hawaii not have to buy?

Is the price on the house shown typical of house prices in Hawaii? Find out about lease rent and fee simple property and discuss the advantages of each.

How do homes in Hawaii differ from homes in colder climates? "Buy" a house in Hawaii; then furnish it keeping under a certain budget. Find out the best buys as far as area is concerned. How would you finance this house? What do finance companies do?

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3 BEDROOM / 1½ BATH

$12,690

'66 CHEVY II
Impala 4 door sedan. Automatic, power steering, radio, white walls. (4C7941) $1595

'66 CHEVROLET
Impala 4 door hardtop. Automatic, air, power steering, radio. (4C7970) $1595

Universal Motor Co., Ltd.
USED CAR DEPT.
1920 KAPIOLANI
at McCully
Ph. 946-0966, 9496-011

HOUSEHOLD & LAUNDRY

AJAX	LAUNDRY DETERGENT	qt. 65¢
PALMOLIVE	LIQUID DETERGENT	qt. 67¢
SOAP	CASHMERE BOUQUET	Reg. 12/1.00
SPRAY STARCH	Prof 22 oz.	59¢
PUREX		Gal. 69¢
REAL KILL	SUB KILLER BOMB 14 oz.	59¢
Toilet Tissue	SOFT WEAVE 2's	2/59¢

Low Price!
Misses' Acrylic
Knit Tops
Solids, Stripes **2.77**

SPECIAL GROUP
DRESS AND CASUAL SHOES
REGULARLY TO 15.95 **4.90**

FOLGER'S COFFEE
3 lb. **1.85** 10 oz. **1.09**

WESSON OIL Family 79¢ Gal. 1.99

Del Monte
CATSUP ..... 20 oz. 3 bots. 1.00

Duncan Hines
CAKE MIXES ..... 3 boxes 1.00

Holmes
OIL SARDINES ..... ¼'s 4 cans 49¢

Stokely
PEACHES..... 2½ 2 cans 79¢